



USDA Weekly Retail Shell Egg Feature Activity
Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 02/24 thru 03/02
(prices in dollars per carton)

Fri. Feb 24, 2006

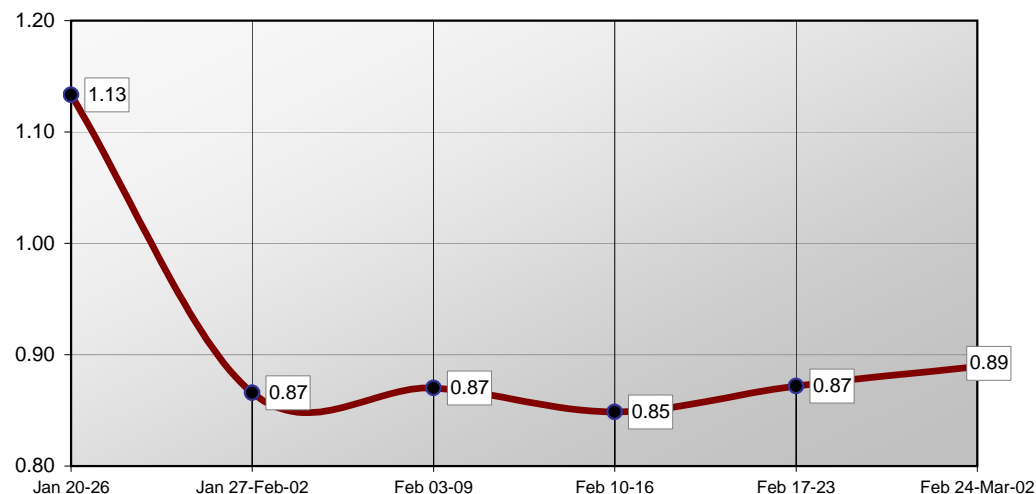
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		27.0% of 17,000 stores				42.8% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	80	0.99	1,380	0.99	10	0.49	1,160	0.87
	White 18 pack			10	0.99			520	1.48
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	20	0.50	1,370	0.77	280	0.95	2,340	0.89
SPECIALTY	White 18 pack			240	1.46			560	1.04
	Brown 12 pack			110	0.99			10	0.99
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			640	3.26	110	3.59	250	3.22
	OMEGA-3								
CAGE-FREE	White 12 pack	10	1.88	940	2.24	620	2.49	1,010	2.43
	Brown 12 pack			220	2.42			10	2.50
	CAGE-FREE								
	White 12 pack							20	1.69
	Brown 12 pack			530	2.84	610	2.02	1,200	2.18
	ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,210		4,880		Large Eggs on	
Specialty Shell Eggs				2,340		3,830		Feb-20-2006	
Total (including Medium)				5,860		9,150		397.8	
Special Rate 4/:				2.6%		4.1%		down 3%	

5/: Inventory in thousands of 30-dozen cases.

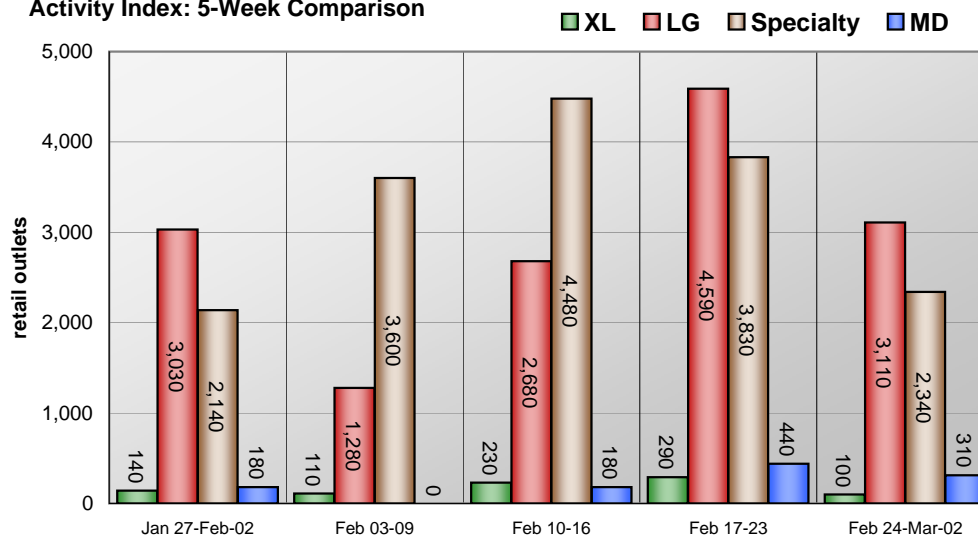
Shell Egg Featuring - 02/24 thru 03/02

Although the number of sampled outlets featuring regular shell eggs declined, the average advertised price on Grade A large white eggs was higher than a week ago. Promotions early in the ad cycle were sporadic but increased significantly near week's end. Regular shell eggs are most active in the Northeast and Northwest this week. Outlets promoting USDA Certified Organic large eggs more than doubled from last week, with a slightly higher average price. Omega-3 eggs remain the most featured specialty egg category but at lower price levels this week.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		40.8% of 3,900 sampled outlets Activity Index = 2,420 (includes Medium)						8.9% of 4,700 sampled outlets Activity Index = 430 (includes Medium)						25.5% of 2,800 sampled outlets Activity Index = 1,320 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack	0.99	70	0.99	0.99	60	0.99	0.99	10	0.99	0.79	30	0.79				1.00	10	1.00
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.66 - 1.00	560	0.86				0.69 - 1.00	380	0.73	0.50	20	0.50	0.59 - 1.00	410	0.72
	White 18 pack				1.19 - 1.50	220	1.48				1.49	10	1.49				1.00	10	1.00
	Brown 12 pack				0.99	110	0.99												
MEDIUM		White 12 pack			0.48 - 0.69	50	0.64	White 12 pack						White 12 pack			0.58 - 0.67	200	0.59
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																2.38 - 2.49	200	2.39
	Brown 12 pack				2.99 - 4.00	370	3.82												
	OMEGA-3																		
	White 12 pack				1.99 - 2.00	450	1.99							1.88	10	1.88	1.88 - 3.00	260	2.76
	Brown 12 pack				2.46	210	2.46												
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	320	2.77										3.00	200	3.00
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		19.7% of 2,700 sampled outlets Activity Index = 510 (includes Medium)						37.1% of 1,900 sampled outlets Activity Index = 710 (includes Medium)						63.1% of 1,000 sampled outlets Activity Index = 470 (includes Medium)					
USDA GRADE AA	White 12 pack				1.00	360	1.00				0.69 - 1.00	580	0.99				1.00	340	1.00
	White 18 pack				0.99	10	0.99												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.39 - 0.67	20	0.48												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack			0.58 - 0.67	60	0.61	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.38	40	2.38				3.29 - 3.49	30	3.43						
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99	10	1.99				1.99 - 2.50	100	2.08				1.99 - 2.99	120	2.19
	Brown 12 pack																1.50	10	1.50
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.50	10	1.50												

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

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